RESEARCH PLAN PROPOSAL

FINANCIAL PERFORMANCE ANALYSIS: A STUDY ON SELECTED LISTED PHARMACEUTICAL COMPANIES IN INDIA

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INTRODUCTION

FINANCE:

The word finance was originally a French word. In the 18th century, it was adapted by the English speaking communities to mean 'the management of money'. Today, finance is not merely a word, it is now organized as a branch of Economics. It is the soul of our economic activities. Finance is defined as the management of money and includes activities like investing, borrowing, lending, budgeting, saving, and forecasting.

Khan & Jain (2007) state that Finance is the art and science of managing money. It is the study of how investors allocate their assets over time under conditions of certainty and uncertainty. Finance aims to price assets based on their risk level, and expected rate of return. Finance is very important for a business organization. Finance includes planning of financial resources, making of optimum capital structure and effective utilization of financial resources by deep analysis of cost of capital and capital budgeting tool. It is a very advanced technology. Like other technologies, it can also increase the efficiency of business. So effective utilization with reasonable care is very much essential in Finance. To perform any economic activity, we need certain resources, which are to be pooled in terms of money. Finance is a prerequisite for obtaining physical resources, which are needed to perform productive activities and carrying business operations such as sales, pay compensations, reserve for contingencies and so on. In this condition, it is important for the organization to analyze the performance of finance.

PERFORMANCE:

The word 'Performance is derived from the word 'parfourmen', which means 'to do', 'to carry out'. In other words we can say performance means completion of given targeted work measured against preset standard of cost, speed, completeness and accuracy.

According to Frisch Kohlar –"The performance is a general term applied to a part or to all the conducts of the activities of an organization over a period of time, often with reference to past or projected cost efficiency, management responsibility or accountability or the like."

Hence, performance means the quality of result achieved along with presentation. Performance also shows success, condition and compliance of any given company.

FINANCIAL PERFORMANCE:

Financial performance is a subjective measure of how well a firm can use assets from its primary mode of business and generate revenues. The term is also used as a general measure of a firm's overall financial health over a given period. Financial performance is the act of performing financial activity. The performance of the firm can be measured by its financial results, i.e., by its size of earnings riskiness and profitability are two major factors which jointly determine the value of the concern.

Financial performance is the outcome of the firm's policies and operations in monetary terms and these outcomes are reflected in the firm's return on investment, return on assets, value added etc. Financial Performance is important to understand if the business is profitable and, if not, where to make needed changes. It shows the current financial status of the business, how cash is used and where the unnecessary costs are.

FINANCIAL PERFORMANCE ANALYSIS:

Financial Performance is the preview of organization soundness also it outlines the capability of firm to survive in regularly evolving environment. The meaning of 'analysis' is to resolve or separate a thing in to its element or components parts for tracing their relation to the things as whole and to each-other.

Financial performance analysis or financial analysis is known as analyze and interpretation of financial accounts in such a manner that it fully disclose the profitability position, financial condition and soundness of the company. Financial statement study is the way of recognizing the monetary qualities and shortcomings of the organization by setting up strategic connection between the particulars of profit and loss account and balance sheet. Growth of any firm can also be acknowledged with aid of financial performance analysis. For the analysis of Financial Performance Financial Statements are used.

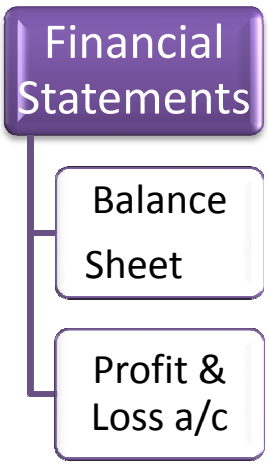
FINANCIAL STATEMENTS:

A financial statement is an organized collection of data according to logical arid consistent accounting procedures. The main object of financial statement is to provide information for decision making for all those who are interested in the affairs of the business enterprise.

According to AICPA, "Financial statements are prepared for the purpose of presenting a periodical review or report on the progress by the management".

According to Robert N.Anthoriy, "Financial statements, essentially, are interim reports, presented annually and reflect a division of the life of an enterprise into more or less arbitrary accounting period- more frequently a year.

The two main Financial Statements are as follows:



Balance Sheet- Balance Sheet or Position Statement shows financial position of business on a certain date. It also shows firm's assets, liabilities and capital as on a certain date.

Profit and Loss- Profit and Loss Account or Income Statement shows the financial results of business firm during a certain period.

In addition to Balance Sheet and Profit and Loss Account, other financial statements are also prepared such as Fund Flow Statement, Cash Flow Statement, etc.

FINANCIAL STATEMENT ANALYSIS:

Analysis of financial statements means to critically evaluate the composition of an item or amount showing in the financial statements. The main purpose of analyzing the financial statement is to evaluate the past performance and current financial position. Such analysis is very useful to forecast the future performance of the company.

Financial Performance Analysis- Areas, Types and Measures:

Financial performance analysis includes analysis and interpretation of financial statements in such a way that it undertakes full diagnosis of the profitability and financial soundness of the business. The financial analyst program provides vital methodologies of financial analysis.

Areas of Financial Performance Analysis:

Financial analysts often assess the firm's profitability performance, liquidity performance, working capital performance, fixed assets performance, fund flow performance and social performance. Various financial analyses include:

Working capital Analysis

- Working capital analysis is used to determine the liquidity and sufficiency of current assets in comparison to current liabilities.

Financial structure Analysis

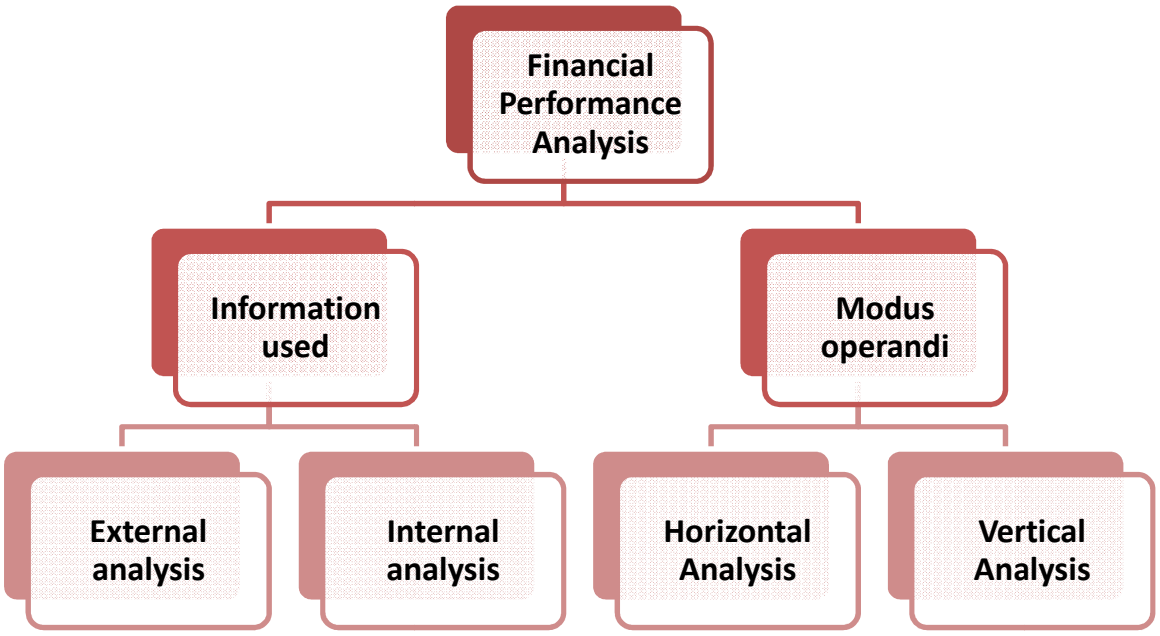
- Financial structure analysis shows the long-term and short-trem debt and equity that the company use to finance its assets.

Profitability Analysis

- Profitability Analysis helps to find how profitable a firm is. It shows the company's overall efficency and performance.

Types of Financial Performance Analysis:

Financial performance analysis can be classified into different categories on the basis of Information used and modes operandi as under:



A. **Information used:** On the basis of information used financial performance can be analyzed in following two ways:

1. **External analysis:** This analysis is undertaken by the outsiders of the business namely investors, credit agencies, government agencies, and other creditors who have no access to the internal records of the company. They mainly use published financial statements for the analysis and as it serves limited purposes.

2. **Internal analysis:** This analysis is undertaken by the persons namely executives and employees of the organization or by the officers appointed by government or court who have access to the books of account and other information related to the business.

B. Modus operandi: On the basis of modus operandi financial performance can be analyze in the following two ways:

1. **Horizontal Analysis:** In this type of analysis financial statements for a number of years are reviewed and analyzed. The current year's figures are compared with the standard or base year and changes are shown usually in the form of percentage. This analysis helps the management to have an insight into levels and areas of strength and weaknesses. This analysis is also called Dynamic Analysis as it based on data from various years.

2. **Vertical Analysis:** In this type of Analysis study is made of quantitative relationship of the various items of financial statements on a particular date. This analysis is useful in comparing the performance of several companies in the same group, or divisions or departments in the same company. This analysis is not much helpful in proper analysis of firm's financial position because it depends on the data for one period. This analysis is also called Static Analysis as it based on data from one date or for one accounting period.

Measures of Financial performance:

Measurement of financial performance is an important part of running a growing business. Many businesses fail because of poor financial management or planning.

Business' success can depend on developing and implementing sound financial and management systems.

One of the most important areas of finances should be reviewed is **profitability**. This is the capacity to make a profit, i.e. generate revenue that exceeds overall expenditure (all costs, taxes and expenses). Most growing businesses ultimately target increased profits, so it's important to know how to analyze profitability ratios.
Profitability ratios typically fall under two broad categories: margins and returns. Most common profitability ratios are:

- **Gross profit margin -** How much money is made after direct costs of sales have been taken into account or the contribution as it is also known.

- **Operating expenses margin** - This lies between the gross and net measures of profitability. Overheads are taken into account, but interest and tax payments are not. For this reason, it is also known as the EBIT (earnings before interest and taxes) margin.

- **Net profit margin** - This is a much narrower measure of profits, as it takes all costs into account, not just direct ones. All overheads, as well as interest and tax payments, are included in the profit calculation.

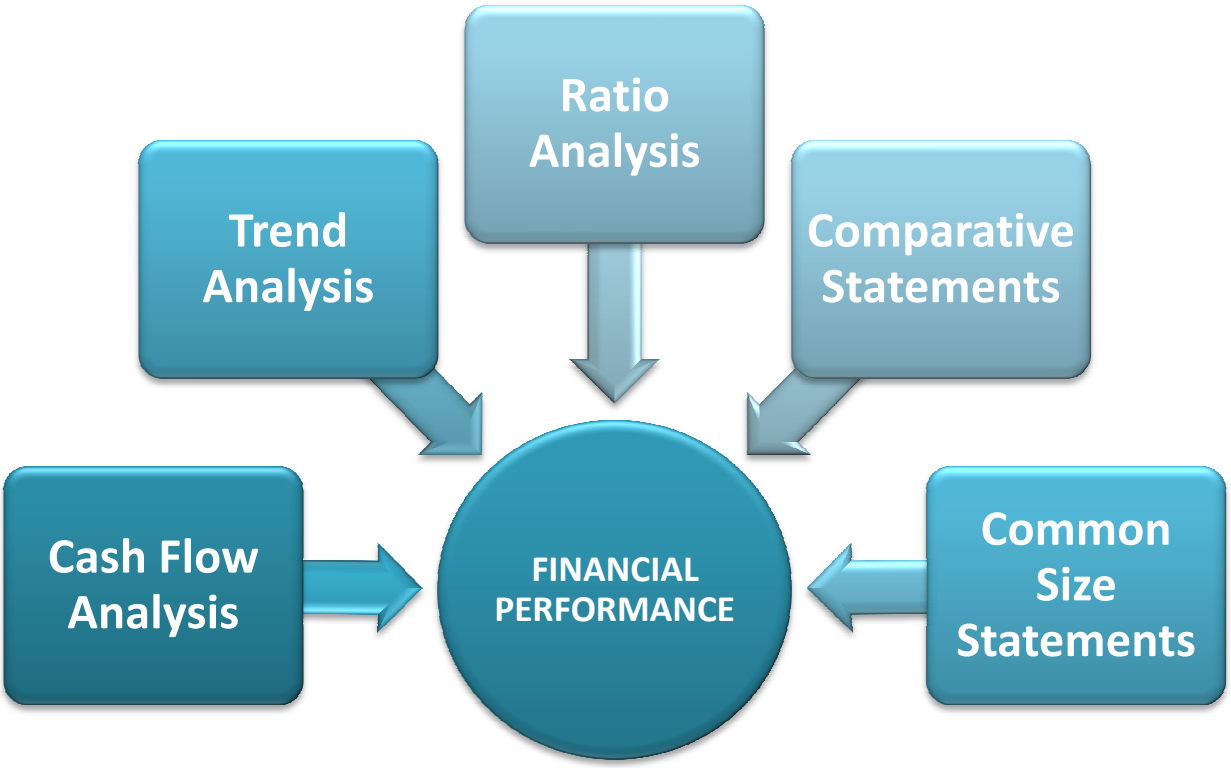
- **Return on capital employed** - This calculates net profit as a percentage of the total capital employed in a business. This allows you to see how well the money invested in your business is performing compared with other investments you could make with it, like putting it in the bank.

Accounting ratios to measure performance:

As well as measuring profit, other standard financial ratios should be considered which helps in analyzing business performance. These ratios look at:

- **Liquidity**- assessing your ability to meet your short-term financial obligations.
- **Solvency**- measuring your long-term debt against your assets and equity to determine your financial stability.
- **Efficiency**- measuring things like stock turnover to determine how well you are using your business assets. Measuring these ratios against industry averages, previous years and competitors can help to identify problems and issues within the business.

TOOLS FOR MEASURING FINANCIAL PERFORMANCE



A. Cash Flow Analysis:

Cash flow analysis is the actual movement of cash into and out of a business during an accounting year. It is an important analytical tool. Analysis of cash flow explains the reason for a change in cash. It indicates the sources from where cash has been generated and used in the business. It includes cash only. It helps in assessing the liquidity of the enterprise and in evaluating the operating, investment & financing decisions.

B. Trend Analysis:

The trend analysis reveals the direction and nature of change in the operating results. It also shows financial position of a company in terms of growth. It is a form of horizontal analysis. Calculations of ratios of different items for various periods is done & then compared under this analysis. By observing this analysis, the sign of good or poor management is detected. It is also known as the Pyramid Method.

C. Ratio Analysis:

Ratio Analysis is one of the most powerful and commonly used tools. Quantitative analysis of information contained in a company's financial statements is ratio analysis. It shows the mathematical relationship between two interrelated variables appearing in the financial statements. A ratio is used as an index or benchmark for evaluating the financial performance of a firm.

D. Comparative Statements:

Comparative Financial Statements are considered as significant tools for the horizontal analysis of financial statements. These statements give an idea of the enterprise financial position of two or more periods. Comparison of financial statements is possible only when same accounting principles are used in preparing these statements. Comparative financial statements include comparative balance sheets and comparative income statements.

E. Common Size Statements:

Common–size statements are based on comparisons in percentages. Common-size statements assist comparison of business enterprises of different sizes since the numbers are bought to common base i.e. percent. It is also known as 'Vertical Analysis'.

PROFITABILITY

Profit acts as the life blood for every business entity whether it is a private organization, a public undertaking or joint sector entity. No matter the size or scope of the business or the industry in which it operates, a company's main objective is always to make a profit.

Profitability implies profit-making ability of a business enterprise. The term profitability is a combination of two words profit and ability. Profitability may be defined as the ability of a given investment to earn a return on its use. Profitability is the result of financial as well as operational efficiency. It is the outcome of all business activities. Profitability is the potential of a company to exceed its overall revenue from its total expenses which results in profit generation.

Formula: Profitability = Profit / Revenue

Profitability Analysis:

Profitability analysis helps in critically analyzing and interpreting the current and prospective earning capacity of business corporations. In the process of analysis and interpretation certain methods are adopted to measure more systematically the trends of business profits. To maximize the firm’s profits there is a trade-off between return (profit) and risk. If more risk exist in a decision, the greater the expected profit. Profitability analysis is external because it helps the external users of accounting information pertaining to particular business concern. The profitability of an undertaking may be measured by means of different techniques. But a ratio technique is one of the best and the most understandable techniques to measure the profitability of any concern.

Profitability Ratio:

A profitability ratio is a measure of profitability, which is a way to measure a company's performance. Profitability is simply the capacity to make a profit, and a profit is what is left over from income earned after you have deducted all costs and expenses related to earning the income.

Types of Profitability Ratios:

Common profitability ratios used in analyzing a company's performance are as follows –

FINANCIAL PERFORMANCE AND PROFITABILITY:

Ratio analysis is systematic use of ratios to interpret assets, the performance and status of the firm. Financial ratios have played an important part in evaluating the performance and financial condition of an entity. The profitability ratio measures the results of business operations or overall performance and effectiveness of the firm. Though ratios are great indicators of profitability, the financial performance and profitability are connected.

REVIEW OF LITERATURE

A literature review is an account of what has been published on a topic by accredited scholars and researchers. It is an evaluative report of information found in the literature related to selected areas of study. The review should describe summaries, evaluate and clarify the reviewed literature. It should give a theoretical base for the research and help the researcher determine the nature of his research. Irrelevant works should be discarded and those which are peripheral should be looked at critically.

A literature review is more than the search for information. All works included in the review must be read, evaluated and analyzed but relationships between the works of literature must also be identified and articulated, concerning the field of research.

In writing the literature review, the purpose is to convey to the reader what knowledge and ideas have been established on a topic, and what their strengths and weaknesses are. The literature review must be defined by a guiding concept (e.g. your research objective, the problem or issue you are discussing or your argumentative thesis). It is not just a descriptive list of the material available, or a set of summaries.

Besides enlarging knowledge about the topic, writing a literature review provides –

1. Information seeking: The ability to scan the literature efficiently, using manual or computerized methods, to identify a set of useful articles and books.

2. Critical appraisal: The ability to apply principles of analysis to identify unbiased and valid studies.

A literature review should be-

1. Organized around and related directly to the thesis or research question you are developing.
2. Synthesize results into a summary of what is and is not known.
3. Identify areas of controversy in the literature.
4. Formulate questions that need further research.

Sources: Literature reviewed typically includes scholarly journals, scholarly books, authoritative databases, and primary sources. Sometimes it includes newspapers, magazines, other books, films, and audio and videotapes, and other secondary sources. Why do it? The purpose of the literature review remains the same regardless of the research method used. It tests the research question against what already is known about the subject.
Through the literature review research will discover whether the research question already has been answered by someone else. If it has, the researcher must change or modify the question review of Literature is a search and evaluation of the available literature in your chosen topic area.

I have reviewed 30 articles which are arranged in chronologically order as follows:

YEAR	NUMBER OF ARTICLES
2015 & Above	21
2011-2015	9

Geographically Classification on these 30 papers is as follow:

STATUS	NUMBER OF ARTICLES
INDIAN	7
INTERNATIONAL	23

CITATION ANALYSIS

S.NO.	NAME OF RESEARCH PAPERS	CITATIONS
1.	THE IMPACT OF DEMONETIZATION ON INDIAN FIRMS' PERFORMANCE: DOES COMPANY'S AGE MAKE A DIFFERENCE?	12
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15.	**MARKETING EXPENSES & PROFITABILITY: EVIDENCE FROM TELECOM SECTOR IN KINGDOM OF SAUDI ARABIA**	2
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20.	**EFEECT OF ADVERTISING ON THE SALES REVENUE AND THE PROFITABILITY OF SELECTED FOOD AND BEVERAGES FIRMS IN NIGERIA**	3
21.	**A STUDY ON FINANCIAL STATEMENT ANALYSIS OF SRIRAM PERFUMES, TRICHY**	2

22.	**AN EMPIRICAL STUDY OF PROFITABILITY ANALYSIS IN COOPERATIVE SOCIETIES IN KAPRADA TALUKA**	3
23.	**A COMPARATIVE PROFITABILITY ANALYSIS OF COCA COLA & PEPSICO**	14
24.	**FINANCIAL STATEMENTS ANALYSIS - MEASUREMENT OF PERFORMANCE AND PROFITABILITY: APPLIED STUDY OF BAGHDAD SOFT-DRINK INDUSTRY**	12
25.	**CREDIT RISK, MARKET POWER AND EXCHANGE RATE AS DETERMINANTS OF BANKS PERFORMANCE IN NIGERIA.**	5
26.	**THE IMPACT OF FINANCIAL ANALYSIS IN MAXIMIZING THE FIRM'S VALUE "A CASE STUDY ON THE JORDANIAN INDUSTRIAL COMPANIES"**	4
27.	**FACTORS DETERMINING PROFITABILITY: A STUDY OF SELECTED MANUFACTURING COMPANIES LISTED ON COLOMBO STOCK EXCHANGE IN SRI LANKA**	30
28.	**THE EFFECT OF CORPORATE INCOME TAX ON FINANCIAL PERFORMANCE OF LISTED MANUFACTURING FIRMS IN GHANA**	18
29.	**FINANCIAL RATIO ANALYSIS AS A DETERMINANT OF PROFITABILITY IN NIGERIAN PHARMACEUTICAL INDUSTRY**	40
30.	**AN EMPIRICAL STUDY OF FINANCIAL PERFORMANCE EVALUATION OF A MALAYSIAN MANUFACTURING COMPANY**	6

REVIWED ARTICLES

S. No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
1.	• **THE IMPACT OF DEMONETIZATION ON INDIAN FIRMS' PERFORMANCE: DOES COMPANY'S AGE MAKE A DIFFERENCE?**	• Investment Management and Financial Innovations. • ISSN Print 1810-4967, ISSN Online 1812-9358 • Volume 15, Issue 3, 2018 • Page no. – 71-82.	Waleed M. Al-ahdal (India) Najib H.S. Farhan (India) Mosab I. Tabash (UAE),	To evaluate the impact of demonetization on Indian firm's quarterly financial performance before (June to September 2016) and after demonetization period (December to March 2017) and to find out if companies' age helps to face financial disruption.	Descriptive analysis has been used in the study and a sample of 2892 companies has been chosen out of 6930 companies.	Due to non-availability of data some variables that might affect the result, are not considered. Numbers of the companies to examine the age factor are not equal.

S. No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
2.	• **DETERMINANTS OF FINANCIAL PERFORMANCE IN THE INDUSTRIAL FIRMS: EVIDENCE FROM JORDAN**	• Asian Journal of Agricultural Extension, Economics & Sociology • ISSN: 2320-7027 • Vol. 22(1), 2018 • Page No. -1-10. • Cited by – 4.	Ali Matar and Bilal Mohammad Eneizan	With the help of E.-view software package the regression analysis is done for the study. It shows the effect of variables under the regression method on the financial performance.	Secondary data has been collected from the Amman stock exchange annual publication.	ROA ratio depends on the profit of the firm and the capital employed of the firm. It keeps fluctuating according to the company's profitability. So the relation with other factors may change.

S. No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
3.	• **MODERATING EFFECT OF COMPETITIVE STRATEGIES ON THE RELATION BETWEEN FINANCIAL LEVERAGE AND FIRM PERFORMANCE : EVIDENCE FROM JORDAN**	• Peer-reviewed and Open access journal • ISSN: 1804-5006 • Vol. 14 (3),2018 • Page No. - 626-641. • Cited by – 1.	Mahmoud Al-Rdaydeh Ammar Yaser Almansour Mohammad Ahmad Al-Omari	This study aims to examine the moderating effects of competitive strategy on the relationship between financial leverage and performance of selected industrial firms in Jordan from 2007 to 2016.	Descriptive study is used as the research methodology in this study.	There are much more factors that needs to be considered before making strategy for comparison of the enterprise. Leverages may fluctuate according to the expenses.

S. No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
4.	• **A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF BHARTI AIRTEL LIMITED**	• International Journal of Business Marketing and Management (IJBMM) • ISSN : 2456-4559 • Volume 2 Issue 3 March 2017 • Page - 27-32.	Dr.S.Vijayalakshmi Sowndarya.K Sowndharya. K	The main objective of this study is to know the short term and long term financial position of the company. The company has to increase its income without much increment in the operating expenses.	The financial position of the company is analyzed using the secondary data collected from balance sheets and profit and loss accounts for the year 2011- 2016.	Availability of the data is limited and the time period taken for the study is only for 5 years. Secondary data is only been collected from websites.

S. No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
5.	• **THE RELATIONSHIP BETWEEN SOLVENCY RATIOS AND PROFITABILITY RATIOS: ANALYTICAL STUDY IN FOOD INDUSTRIAL COMPANIES LISTED IN AMMAN BURSA**	• International Journal of Economics and Financial Issues, 2017 • ISSN: 2146-4138 • Vol. 7(2), 2017 • Page No. - 86-93. • Cited by – 2.	Abdul Aziz A. Abdul Rahman	It shows the effect and positive and negative relation between the profitability and solvency ratios during the period 2012-2014.	The analytical descriptive method that includes the theoretical review.	It only considers profitability ratio and solvency ratio that though for a very short time period. It should include other ratios and study them for a long time period.

S. No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
6.	• **FINANCIAL PERFORMANCE OF SELECT INFORMATION TECHNOLOGY COMPANIES IN INDIA – WITH SPECIAL REFERENCE TO PROFITABILITY**	• Global Journal for Research analysis • ISSN No 2277 – 8179 • Volume : 6, Issue : 4, April 2017 • Page No. - 472-474.	Syeda Saria Musheer Dr.L.Ganesamoorthy	The study analyzes profitability using different ratios, mean, standard deviation etc. for the period 2006-07 to 2015-16. For top five technology companies operating in India.	Descriptive method and secondary data, collected from financial reports of the company, are used over the research.	The decisions taken are totally dependent on the secondary data that can be incorrect. Other ratios are needed to be considered.

S. No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
7.	• **FINANCIAL PERFORMANCE APPRAISAL OF SELECTED COMPANIES IN JORDAN**	• Open Journal of Business and Management • ISSN Online: 2329-3292 ISSN Print: 2329-3284 • Year 2017 • Page No. 131-140.	Basman Al Dalayeen	It focuses on the financial profitability position and the impact of financial ratios on profitability on selected companies in Jordan for the period 2001-02 to 2013-14.	Secondary data is being used in this study which is collected the published annual reports of the selected companies and some articles published in newspapers, journals and internet.	As the study is based on the published secondary data so the limitations of the published financial statements lay on it.

S. No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
8.	• **A COMPARISON OF FINANCIAL PERFORMANCE OF ISLAMIC AND CONVENTIONAL BANKS IN BAHRAIN**	• American Scientific Research Journal for Engineering, Technology, and Sciences (ASRJETS) • ISSN (Print) 2313-4410, ISSN (Online) 2313-4402 • Page No. -100-110. • Cited by – 3.	Iqbal Thonse Hawaldara, Habeeb Ur Rahimanb*, Rajesha T Mc, Naveen Kumar K.R.d	To do a comparative analysis of financial performance for the time period of 2010-2014 of Islamic and conventional banks in terms of cost and income in Bahrain and analyze its financial performance.	For this study, 13 Islamic banks and 13 conventional banks in Bahrain are selected. Primary data is collected through interactions with bank managers but the study is mainly based on secondary data.	While calculating the ratio other factors like market position or fluctuation in share market is not considered as it is an important part of the business.

S. No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
9.	• **THE CONTRIBUTION OF FINANCIAL RATIOS ANALYSIS ON EFFECTIVE DECISION MAKING IN COMMERCIAL BANKS**	• International Journal of Management and Applied Science • ISSN: 2394-7926 • Volume-3, Issue-6, Jun.-2017 • Page No. - 33-40. • Cited by – 15583.	Habimana Theogene Tom Mulegi Niyompano Hosee	To analyze the contribution of liquidity ratio, profitability ratio, assets quality ratio and efficiency ratio in the effective decision – making for the period of 2006-2009.	Research – Descriptive research, Research Design - Correlation Design. The descriptive approach used in this survey involves collecting data in the form of tests and questionnaires to answer questions.	The commercial bank which used the financial ratios for the effective decision-making, focused only on the comparison of its performance in consecutive period rather than performance with other companies in the same industry. It didn't pay attention to the role of financial reporting in the development of financial institution, the contribution of financial statements in public institutions.

S. No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
10.	• **FINANCIAL ANALYSIS BY USING PROFITABILITY RATIOS AND ITS ROLE IN EVALUATING THE PERFORMANCE OF COMMERCIAL BANKS A SAMPLE STUDY OF COMMERCIAL BANKS IN LIBYA**	• IOSR Journal of Economics and Finance (IOSR-JEF) • e-ISSN: 2321-5933, p-ISSN: 2321-5925 • .Volume 7, Issue 3. Ver. II (May. - Jun. 2016) • Page No. 40-51. • Cited by – 50	Mohamed Khalifa Blaao	Through the financial statement analysis the concept and hidden directories are figured out here. A Financial evaluation of commercial banks have been conducted for the years 2013-2015.	Descriptive research methodology has been used in this paper and secondary data is the base of the research.	Financial ratios do not measure the quality factors that may be appropriate to conduct an assessment performance of banks. They are affected by different accounting procedures. That may give misleading results in a lot of areas of analysis.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
11.	• **ANALYSIS OF FINANCIAL PERFORMANCE AT HEAVY EQUIPMENT COMPANIES IN INDONESIA USING FINANCIAL RATIOS**	• Journal of Scientific and Engineering Research • ISSN: 2394-2630 • Vol. 3(6), 2016 • Page No. - 35-41. • Cited by – 227.	Galih Prakoso, Sinanuri Surawijaya, Humiras Hardi Purba	It aims to determine the financial performance of the two heavy equipment companies and improving their financial performance over the period 2011-2015..	Quantitative and descriptive research method is used which is taken from the financial statements of the respective two companies. The data collected is secondary data (mainly collected from the websites).	The data is taken for a very less time period. The cost and analysis of joint and other products should be considered.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
12.	• **A STUDY ON FINANCIAL STATEMENT ANALYSIS OF TATA STEEL ODISHA PROJECT, KALINGA NAGAR**	• Journal of Research in Business and Management • ISSN(Online) : 2347-3002 • Volume 4 ~ Issue 10 (2016) • Page No. - 49-60. • Cited by – 1.	Ashok Kumar Rath	To assess the financial strength and weaknesses of Tata Steel Orissa project with the help of various financial statement analysis tools and techniques over the period of study I.e. from 2010-11 to 2014-15.	Descriptive study methodology is used in the paper with secondary source of data as the base of information.	Management of Import of Equipment involves Chain of Integrated task .And for smooth Process flow documentation of Import of Equipment is required, so that the agencies involved has clarity of responsibility. Internal control helps in better & timely Statutory meet & document sanctity.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
13.	• **EXCHANGE RATE VOLATILITY AND BANKS PERFORMANCE: EVIDENCE FROM NIGERIA**	• IIARD International Journal of Economics and Business Management • ISSN 2489-0065 • Vol. 2 No.4 2016 • Page no. – 1-11. • Cited by – 2.	Osundina, C. Kemisola Osundina J. Ademola, Jayeoba O. Olamide & Olayinka I. Moses	To examine the effect of fluctuation in exchange rate on the bank's performance of Nigeria with the help of the ratios ROA and LDR.	Exploratory research design using ex-post facto design has been used in the study. Secondary data is taken as a source of data collection for the research time period of ten years (2004-2014).	The present study is restricted to the analysis and interpretation of the published financial data through the use of commonly used tools and techniques.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
14.	• **EFFECT OF FINANCIAL STATEMENT ANALYSIS ON INVESTMENT DECISION MAKING. A CASE OF BANK OF KIGALI.**	• European Journal of Business and Social Sciences • ISSN: 2235 - 767X • Vol. 5, No. 06, September 2016 • Page No. - 279 – 303. • Cited by – 4.	Mukarushema Vestine Julius Warren Kule (PhD) Dr. Mbabazi Mbabazize	The aim is to examine the effect of financial statements for the time period 2007-2011 in investment decision making by commercial banks.	The study adopted a descriptive survey design. The target population of the study was 150 respondents, and the sample size of 110 respondents was determined. The study used both primary and secondary data. Questionnaires, interview and annual reports were used.	Financial statement analysis depends on the financial position of the business and the business keep changing according to market policies so the statement , there is no 100% surety of the statement analysis.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
15.	• **MARKETING EXPENSES & PROFITABILITY: EVIDENCE FROM TELECOM SECTOR IN KINGDOM OF SAUDI ARABIA**	• European Journal of Business and Management • ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) • Vol.7, No.35, 2015 • Page no. – 66-70. • Cited by – 2.	Dr. Jitender Kumar Sharma Dr. Shahid Husain	To identify the effect of selling and marketing expenses on profitability of telecommunication companies for a period of 4 years (2011 - 2014), with a total of 16 firm years (4 firms a year).	Secondary data has been used which were collected from the audited annual reports and financial statements of telecommunication companies, the companies' websites. Quantitative methods are used to examine the relationship between variables.	The study period taken for the sample is quiet limited and secondary data is taken for the data collection which is restricted to some limitations.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
16.	• **THE IMPACT OF MARKETING STRATEGY ON PROFITABILITY IN MEDICAL JORDANIAN CORPORATIONS**	• International Business Research • ISSN 1913-9004 E-ISSN 1913-9012 • Vol. 8, No. 11 , year – 2015 • Page no. – 61-67. • Cited by – 5.	Munther Al-Nimer Moh'd Fayez Qasem Mohammad "Abd Alaffo" AlAdham Ammar Ali Yousef	The purpose of the study is to see the impact of marketing strategy and advertising on profitability for the period 2009-2013 and how its use can increase company's profitability	Descriptive analytical method has been used in the study . Sample of 68 Jordon companies have been taken and primary and secondary data are the sources of data collection.	All the data available is from secondary source of information which has its own limitations which also apply for this research work. There are many types of medical corporations, the researcher hasn't considered all of them.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
17.	• **EVALUATION OF FINANCIAL PERFORMANCE**	• International Journal of Scientific and Research Publications • ISSN 2250-3153 • Volume 5, Issue 4, April 2015 • Page No. - 1-7. • Cited by – 565.	Ms.M.Ganga Mr.P.Kalaiselvan Ms.R.Suriya	1) The main objective is to analysis the overall financial performance of the company specially the relation between current assets and liabilities. 2) To study the financial health and trend of the company. The study time period is for five years 2008-2012.	In this study both primary and secondary data are collected , Primary data was collected through personal contacts with the officials and executives of the company and secondary data was collected with the help of annual reports, brochures and websites. The research design for this study is descriptive in nature.	It is not considered that If the working capital increased the current assets and then only the firm current financial position can be increased. There is no optimum balance between the day to day activities of cash and bank.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
18.	• **THE IMPACT OF ADVERTISING ON THE PROFITABILITY OF PUBLIC &PRIVATE SECTOR COMMERCIAL BANKS**	• European Journal of Business and Management • ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) • Vol.7, No.28, 2015 • Page no. – 117 to 124. • Cited by – 2.	Samina Riaz Muhammad Furqan Sohaib Sohail Siddique Institute of Business Management, Pakistan	To see the impact of advertising on the public and private bank's profitability.	Empirical Analysis has been done on the sample of 21 banks including public, private, Islamic and foreign banks.	The study focus on the effect of advertisement only on the private and public sector banks, there are others banks on whom the study could be done . Time taken for the research is only for 5 years (2008-2012) that is not relevant specially for the analysis of the public banks.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
19.	• **THE EFFECT OF FOREIGN EXCHANGE EXPOSURE ON THE FINANCIAL PERFORMANCE OF COMMERCIAL BANKS IN KENYA**	• International Journal of Scientific and Research Publications • ISSN 2250-3153 • Volume 5, Issue 11, November 2015 • Page no. – 115-120. • Cited by – 11.	Leyla Ahmed	The study was conducted to find out the effect of foreign exchange rates on the financial performance of commercial banks in Kenya.	Descriptive design has been used. Primary and secondary data were the source of data collection.	The application of other ratios could have been possible here. Other type of banks could be considered over here.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
20.	• **EFEECT OF ADVERTISING ON THE SALES REVENUE AND THE PROFITABILITY OF SELECTED FOOD AND BEVERAGES FIRMS IN NIGERIA**	• International Journal of Economics, Business and Finance • ISSN: 2327 - 8188 (Online) • Vol. 3, No. 3, August 2015 • Page no. – 1-16. • Cited by – 1.	Abdullahi, Dauda	The objectives of the study is to determine the extent to which advertising costs impact on the sales revenue and profitability of the selected food and beverages companies in Nigeria for the time period of 12 years (2000-2012).	Descriptive approach has been used in the study. A sample of 15 firms of selected food and beverages firms in Nigeria is taken.	Except advertising there are more other factors that are needed to be considered while making sales revenue and promotion policy, like - sales promotion, personal selling, publicity etc.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
21.	• **A STUDY ON FINANCIAL STATEMENT ANALYSIS OF SRIRAM PERFUMES, TRICHY**	• International Journal of Advanced Research in Management and Social Sciences • ISSN: 2278-6236 • Vol. 4 , No. 7 , July 2015 • Page No. - 233-253. • Cited by – 2.	R. Buvaneswari S. Lakshmi	Its objective is to study the profitability, production, sales, financial structure of the company and to help in decision making process and give suggestion for improvement.	The study is based on secondary data obtained from published reports , commercial journals, magazines, accounting literature etc.	The secondary data taken from the published article does not hold all the information of the financial statements and the research is totally dependent on it . Financial data does not keep pace with the changing price levels.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
22.	• **AN EMPIRICAL STUDY OF PROFITABILITY ANALYSIS IN COOPERATIVE SOCIETIES IN KAPRADA TALUKA**	• Scholarly Research Journal for Interdisciplinary Studies • ISSN NO: 2278-8808 • VOL-II/XIII, JULY-AUG, 2014 • Page No. - 1666-1677. • Cited by – 2.	Patel Dilipkumar	To identify the strength and weakness of the organization financial analysis process is used in a firm for the time period of five years 2009-10 to 2013-14.	Both Primary and Secondary data are the sources of the research. Primary data is collected from Decisions with President and Accountant of Cooperative Societies and other members. Secondary sources are published annual reports.	The study is done for only for six year's limited period and analyzed only one co-operative society. The study mainly focus on gross profit and other profitability except net profit.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
23.	• **A COMPARATIVE PROFITABILITY ANALYSIS OF COCA COLA & PEPSICO**	• International Journal of Multidisciplinary Approach and Studies • ISSN NO: 2348 – 537X • Volume 01, No.2, Apr.2014 • Page No. - 39-53.	Dr. Arti Mudaliar Dr. B.M.S. Bhadauria	The aim is to evaluate the past performance, income position and the expected future performance of the two companies. It does a comparative analysis between the two companies for the years 2008 to 2012.	Exploratory research is adopted in this method as it helps to investigate any problem with suitable hypothesis. Secondary data is used for the research.	The time period taken for the research is short It doesn't clearly express the method used for the non-monetary terms like depreciation, even there are two companies for the comparison. The change in price levels due to inflation is also not properly considered by management.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
24.	• **FINANCIAL STATEMENTS ANALYSIS - MEASUREMENT OF PERFORMANCE AND PROFITABILITY: APPLIED STUDY OF BAGHDAD SOFT-DRINK INDUSTRY**	• Research Journal of Finance and Accounting • ISSN 2222-1697 (Paper) ISSN 2222-2847 (Online) • Vol.5, No.4, 2014 • Page No. – 49 to 56. • Cited by – 5.	Ayad Shaker Sultan	The study shows the unproblematic financial statements analysis and evaluate the profitability position of Baghdad Soft-Drinks Industry and measures its performance according to its profitability for a period of ten years (2004-2013).	Ratios analysis is a technique widely used for evaluating the financial condition and performance of a firm. The ratios are computed by assuming that the objective of a given firm is to maximize the value of the owner's investment in the firm.	This study presents a model for the financial statements analysis of Baghdad Soft-Drinks Industry on profitability. ROE is the most comprehensive measure of profitability of a firm. It considers the operating and investing decisions made as well as the financing and tax related decisions.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
25.	• **CREDIT RISK, MARKET POWER AND EXCHANGE RATE AS DETERMINANTS OF BANKS PERFORMANCE IN NIGERIA.**	• IOSR Journal of Business and Management (IOSR-JBM) • e-ISSN: 2278-487X, p-ISSN: 2319-7668 • Volume 16, Issue 1. Ver. VII (Feb. 2014) • Page no. – 35-46. • Cited by – 4.	Shuaib Ndagi Sayedi	The objective of the study was to examine the effect of credit risk, market power and exchange rate on the profitability of the banks	Secondary sources like annual reports, websites etc. were used for the data collection for the time period of 6 years (2006-2011). Descriptive design was used.	ROA and ROE are the main aspects taken for analysis but many other ratios are there that can be used in the study.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
26.	• **THE IMPACT OF FINANCIAL ANALYSIS IN MAXIMIZING THE FIRM'S VALUE "A CASE STUDY ON THE JORDANIAN INDUSTRIAL COMPANIES"**	• International Journal of Managerial Studies and Research (IJMSR) • ISSN 2349-0330 (Print) & ISSN 2349-0349 (Online) • Volume 2, Issue 6, July 2014, • Page No. - 1-9. • Cited by – 2.	Dr. Nabil M. Al-Nasser	The study gives information about how financial analysis helps the internal and external parties to take managerial decisions. It shows the impact of financial analysis in maximizing the firm's value.	For collecting the primary data 100 questionnaires were designed and distributed among a sample of employees. Secondary data was collected from articles published by the well-known periodicals, books, and dissertations. Likert scale was also used here.	Decision making not only depends on the financial ratios , there are more factors that are considered in making decision but they are not considered. Financial analysis is not a problem solver it only shows the problem.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
27.	• **FACTORS DETERMINING PROFITABILITY: A STUDY OF SELECTED MANUFACTURING COMPANIES LISTED ON COLOMBO STOCK EXCHANGE IN SRI LANKA**	• European Journal of Business and Management • ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) • Vol.5, No.27 • Page no. -99-107. • Cited by – 26.	N.Sivathaasan R.Tharanika M.Sinthuja V.Hanitha	This study investigates that whether the factors like capital structure, working capital, firm size, non-debt tax shield and growth rate etc. has any affect on the profitability of the selected manufacturing companies of Sri Lanka. The time period taken for the research is from 2008-2012.	Various sampling techniques have been used in the study with the samples of 287 companies representing 20 business sectors. Multiple regression analysis have been used with dependent variable like profitability	There are more other factors that affects profitability. The companies taken for the analysis are very limited and does not cover all the aspects.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
28.	• **THE EFFECT OF CORPORATE INCOME TAX ON FINANCIAL PERFORMANCE OF LISTED MANUFACTURING FIRMS IN GHANA**	• Research Journal of Finance and Accounting • ISSN 2222-1697 (Paper) ISSN 2222-2847 (Online) • Vol.4, No.15, 2013. • Page No. – 118-124. • Cited by – 7.	John Gartchie Gatsi Samuel Gameli Gadzo Holy Kwabla Kportorgbi	The study shows the relationship between corporate income tax , firms' size, age of the firm , growth and financial performance of the listed manufacturing firms in Ghana for seven years (2005-2012).	Descriptive – causal research design was being used in the study. Primary data of ten listed companies was collected for the research.	Future research is suggested which includes tax payment with the help of the tax planers. Assets should be utilized efficiently.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
29.	• **FINANCIAL RATIO ANALYSIS AS A DETERMINANT OF PROFITABILITY IN NIGERIAN PHARMACEUTICAL INDUSTRY**	• International Journal of Business and Management, Published by Canadian Center of Science and Education. • ISSN 1833-3850 E-ISSN 1833-8119 • Vol. 8, No. 8; 2013 • Page No. – 107-117. • Cited by – 36.	Enekwe Chinedu Innocent, Okwo Ifeoma Mary & Ordu Monday Matthew.	The ratio selected mainly focus on helping organizations in improving their revenue generation ability as well as minimization of costs for the period of 11 years (2001-2011). A good relationship is established in different turnovers and gross profit.	Secondary data is used in this research which is collected from the financial statements (balance sheet and profit and loss). The data is analyzed with descriptive research and quantitative research method.	The inventory of the company are not checked and monitored frequently by the management as it may lead to over storage or scarcity of stock. The assets are not being used efficiently.

S.No.	Title of the Article	Reference of the study	Authors	Objectives of the study	Research Methodology	Observation
30.	• **AN EMPIRICAL STUDY OF FINANCIAL PERFORMANCE EVALUATION OF A MALAYSIAN MANUFACTURING COMPANY**	• Academica Science Journal Economica Series • ISSN: 2285 – 8067 • Vol. No. 1 (1) – 2012 • Page No. - 95-102. • Cited by – 6.	Maryam Mohammadi Afagh Malek	Evaluating the financial performance of the company for the year 2009-2011. It emphasizes on how accounting information aids budgetary decision-makers to evaluate the company financial performance.	The quantitative research methodology is utilized in given research. Horizontal and vertical financial analysis is also applied for the financial statements.	The time taken for the research is limited. There is some deterioration in the company's operating environment in the year 2011.

REVIEWED PAPER – 1

THE IMPACT OF DEMONETIZATION ON INDIAN FIRMS' PERFORMANCE: DOES COMPANY'S AGE MAKE A DIFFERENCE?

Introduction:

Demonetization is a major plan executed by Government of India on 8th November 2016, which has its impact on business and economy. This research paper shows the impact of demonetization on Indian companies before and after its implementation, and to find out if companies' age helps to face financial disruption.

Research Methodology:

The research compare quarterly financial performance of both the time period i.e. before demonetization (June to September 2016) and after demonetization (December to March 2017). Descriptive analysis has been used in the study and a sample of 2892 companies has been taken. Four variables, which are net sales, total income, and net profit after tax, and earnings per share, were taken.

Conclusion:

It was found that demonetization has a significant impact on the financial performance of the companies. But when the companies were divided into three groups according to their ages, it showed that there is no significant difference in the companies i.e. the demonetization process had an impact on all the companies, irrespective of their age.

Observation:

Due to non-availability of data some variables that might affect the result, are not considered.

Numbers of the companies to examine the age factor are not equal.

REVIEWED PAPER -2

DETERMINANTS OF FINANCIAL PERFORMANCE IN THE INDUSTRIAL FIRMS: EVIDENCE FROM JORDAN

Introduction:

Financial Statement Analysis of industrial companies listed in Amman Stock Exchange for the period 2005-2015 is studied in the paper.

Research Methodology:

Secondary data has been used in the study. Descriptive design is used for the research. The data were collected from the financial statements of industrial firms.

Conclusion:

There have been two difference measures of performance, financial and non-financial performance. The results reveal that the variables of liquidity, profitability, and revenues are positively related with the return on assets. The regression results show that all variables are significant.

Observation:

The study examines the condition of the overall performance of the Jordanian manufacturing sector. The manufactures maintained the ratios at local level not to achieve competitiveness at global level.

REVIEWED PAPER – 3

MODERATING EFFECT OF COMPETITIVE STRATEGIES ON THE RELATION BETWEEN FINANCIAL LEVERAGE AND FIRM PERFORMANCE: EVIDENCE FROM JORDAN

Introduction:

This study examined the moderating role of competitive strategy in the relationship between financial leverage and performance of firms based on a sample of industrial firms in Jordan between 2007 and 2016. The interaction between competitive strategy and financial leverage was revealed to influence the effects of financial leverage.

Research Methodology:

Descriptive study is used as the research methodology in this study.

Conclusion:

This study aims to examine the moderating effects of competitive strategy on the relationship between financial leverage and performance of selected industrial firms in Jordan.

Observation:

There are much more factors that needs to be considered before making strategy for comparison of the enterprise. Leverages may fluctuate according to the expenses.

REVIEWED PAPER -4

A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF BHARTI AIRTEL LIMITED

Introduction:

Bharti Enterprises is an Indian Business Conglomerate operating in 18 countries across Asia and Africa. Airtel has its roots in Bharti Telecom Ltd. This study evaluates financial performance of Bharti Airtel Ltd. Company. Its objective is to know the company's profit, short-term and long term financial position. For that calculation of short-term and long-term profitability ratios are used for the period 2011-2016.

Research Methodology:

Secondary data is used in the study. Sources are income statement of the company, balance sheet and profit and loss account. The statement includes descriptive design.

Conclusion:

Analysis of the current financial performance of the company shows that the financial performance of the company is sound and fair. It can be improved if the company concentrates on its operating, administrative and other expenses. There is fluctuation in sales that lead to instability of the profit. The current liquidity position of the company is fluctuating.

Observation:

Base for the accuracy of the study is the data collected from the secondary sources which are not totally reliable. The time period taken for the study is only 5 years, which is very limited. Very limited research has been done due to limited availability of data.

REVIEWED PAPER -5

THE RELATIONSHIP BETWEEN SOLVENCY RATIOS AND PROFITABILITY RATIOS: ANALYTICAL STUDY IN FOOD INDUSTRIAL COMPANIES LISTED IN AMMAN BURSA

Introduction:

The study is conducted on the Food Industrial Company listed in Amman Bursa during the period of 2012-2014. It aims to examine the relationship between solvency and profitability ratios. Solvency ratios convey an enterprises' ability to meet its long-term obligations. Solvency ratios include debt/assets ratio, debt/enquiry ratio, long-term debt/enquiry ratio and interest coverage and profitability ratio includes GPM, OPM, OCFM and ROA.

Research Methodology:

This study adopts the analytical descriptive method. The study selected – 8 companies, among them 5 companies could be selected as the sample.

Conclusion:

After the research it was concluded that if the solvency ratio is low then the company enjoy high financial capacity vice versa if the ratio is high the company suffers from the loss of financial independence because the debt exceeds its equity rate.

Observation:

The food industries listed in Amman Bursa are only considered for the research and the study is done only for 2 years' time period. It used the level of confidence (95%) in testing the validity of hypothesis.

REVIEWED PAPER – 6

FINANCIAL PERFORMANCE OF SELECT INFORMATION TECHNOLOGY COMPANIES IN INDIA – WITH SPECIAL REFERENCE TO PROFITABILITY

Introduction:

This research analyzes 5 technological industries for profitability ratio. For the research ratio analysis, mean, SD and coefficient of variation are used by the researchers for studying the profitability.

Research Methodology:

The secondary sources are used for collection of data. It includes annual reports of the company which are collected from the official website of the company. The descriptive research design is used in the research.

Conclusion:

The study found that profitability in terms of net profit of TCS, Infosys, HCL are good. In terms of operating profit Tech Mahindra is good. Profitability in terms of earning per share of Infosys is high.

Observation:

The secondary source is the way to collect data. It is only the rearrangement of data given in financial statements. The research discussions are based on these available data. These data keep fluctuating from time to time.

REVIEWED PAPER – 7

FINANCIAL PERFORMANCE APPRAISAL OF SELECTED COMPANIES IN JORDAN

Introduction:

There are many factors that influence the financial performance of the organization. The tool used to measure the financial performance of the company is financial ratios, which mainly study the past performance, financial position, future prospects for earnings. It also analyses the company's ability to pay interest & debt on maturity which shows the company's credibility.

Research Methodology:

Secondary data was used for the study. The sources of the secondary data were published articles. Descriptive design of the study is used here.

Conclusion:

Just like a doctor examines his patient by recording his body temperature, blood pressure so as the financial analyst diagnoses the information contained in financial statement of the company. Different ratios have been calculated. It shows a significant impact of ratios on the financial performance of the company.

Observation:

Reliability of the study depends on the accuracy of the data collected. The data for this study is taken from the secondary sources like published articles and the limitations of the published financial statement may be applicable to this study. So the chances of reliability are lower.

REVIEWED PAPER – 8

A COMPARISON OF FINANCIAL PERFORMANCE OF ISLAMIC AND CONVENTIONAL BANKS IN BAHRAIN

Introduction:

The existence of Islamic and conventional banks has contributed for the development of the economy. Commercial banks in Bahrain consist of interest-based conventional banks and interest-free Islamic banks. The survival and the growth of the banks depends on their financial performance.

Research Methodology:

For this study, 13 Islamic banks and 13 conventional banks in Bahrain are selected. Primary data is collected through interactions with bank managers but the study is mainly based on secondary data.

Conclusion:

Study is conducted for five years from 2010-2014. Staff cost to income ratio, cost to income ratio, asset utilization and operating efficiency is higher in wholesale banks to retail banks in conventional and retail banks. It shows that wholesale banks are better managed than retail banks.

Observation:

Time taken for the study is very limited. The time should be taken for a longer period. The secondary sources are used for data collection.

REVIEWED ARTICLE – 9

THE CONTRIBUTION OF FINANCIAL RATIOS ANALYSIS ON EFFECTIVE DECISION MAKING IN COMMERCIAL BANKS

Introduction:

Financial ratio analysis is important to the management, owners, customers, suppliers, competitors, regulatory agencies, tax payers and lenders each having their views in applying financial statement analysis in their evaluations and making judgments about the financial health of organization.

Research Methodology:

Correlation and descriptive designs were used in the research and both the qualitative and quantitative methods were used. The study was comprised of 139 employees and sample size of the study was 104 employees. It also used stratified random sampling technique. The data was collected from surveys, questionnaires and tests.

Conclusion:

For calculation of contribution of ratio analysis efficiency ratio and liquidity ratio are studied here, which concluded that that if efficiency ratio increase then effective decision making also increase, hence there is a positive effect of effective ratio analysis on effective decision making likewise the same relation is there between effective decision making and assets quality ratio.

Observation:

Except the efficiency and liquidity ratios there are some other ratios that play a vital role in financial performance analysis and that ratio are not calculated here. Secondary data is the only source of data collection which is not 100% reliable.

REVIEWED ARTICLE – 10

FINANCIAL ANALYSIS BY USING PROFITABILITY RATIOS AND ITS ROLE IN EVALUATING THE PERFORMANCE OF COMMERCIAL BANKS A SAMPLE STUDY OF COMMERCIAL BANKS IN LIBYA

Introduction:

The given reports focus on the process of financial analysis in order to determine the financial position of the commercial banks. A financial evaluation of commercial banks for the years 2013-2015 has been conducted here, to evaluate the profitability ratio of the banks operating in Libya. It would help to identify and promote the positive aspects and treat the negative aspects by findings solutions to it.

Research Methodology:

Descriptive research methodology has been used in this paper and secondary data is the base of the research.

Conclusion:

Profitability ratio calculated for the analysis shows a defect in commercial banks. This defect leads to failing of commercial banks in the creation of the return of the investment. It was focused on the importance of profitability ratios of the financial analysis so that there is an increase in the returns of the commercial bank investments.

Observation:

Financial statement in some cases doesn't reflect the reality of the financial situation or the future problem of the bank, and this may lead to bankruptcy.

REVIEWED PAPER -11

ANALYSIS OF FINANCIAL PERFORMANCE AT HEAVY EQUIPMENT COMPANIES IN INDONESIA USING FINANCIAL RATIOS

Introduction:

Two heavy equipment companies are studied here for determination of the health of the company-(1) PT Hexindo and (2) Adi Perkasa for the time period of 2011-2015. Financial performance of the company can be found on the company's financial reports which are issued each year (in case of public company). These financial statements can also compare the financial performance based on financial ratio of the company.

Research Methodology:

The research methods used descriptive method and quantitative method by analyzing the financial statement of the heavy equipment company. The study used secondary data from various resources like websites, annual reports.

Conclusion:

In investing/lending capital to the company the investor will definitely consider the value of existing financial ratios. The current financial ratio of the company show Company's good financial performance in PT Hexindo, but in Adi Perkasa 2015's it is less good. Though it shows good numerical value but compared to prior year it is relatively lower.

Observation:

Time period taken for the study is limited. Some abnormal factors have affected the profit of Adi Perkasa in 2015, are not mentioned here. The research particularly studies only the company with heavy equipment; other types of companies are not compared or analyzed.

REVIEWED PAPER – 12

A STUDY ON FINANCIAL STATEMENT ANALYSIS OF TATA STEEL ODISHA PROJECT, KALINGA NAGAR

Introduction:

Tata steel is counted as one of the largest steels. It represents India on global front. This project report is studied to suggest the best financing option for the project expenditure of Rs. 21200cr. by Tata steel. So the objective of the study is to conclude the various financial tools and techniques.

Research Methodology:

For the research study data was collected mainly from secondary sources like annual reports, which includes comparative balance sheet, comparative study of profit and loss, trend analysis, ratio analysis, WACC.

Conclusion:

The study on the activities involved in the Import of Equipments, establishing link among the agency to minimize the lead time involved in the process. Working on the Process flow was a great exposure about the departments involved, activities taking place.

Observation:

Since this is entirely a new topic to working on, so there were many problems in research of topic. And specially the time for the research is very limited. Tata steel in bhupaneswar is an establishing branch of Tata steel, there were lot of problem in getting the material for the topic.

REVIEWED PAPER – 13

EXCHANGE RATE VOLATILITY AND BANKS PERFORMANCE: EVIDENCE FROM NIGERIA

Introduction:

The study examines the effect of fluctuation in exchange rate on the bank's performance of Nigeria with the help of the ratios ROA (Return on Assets) and LDR (Loan to Deposit Ratio).

Research Methodology:

Secondary data (like- annual reports, papers, data from websites etc.) is taken as a source of data collection for the research time period of ten years (2004-2014). Exploratory research design using ex-post facto design has been used in the study.

Conclusion:

Exchange rate fluctuation has insignificant effect on the return on assets of banks using ROA as a measure of profitability. On the other hand, exchange rate fluctuation has a significant negative effect on the Loan to Deposit Ratio (LDR). It is concluded that the effect of exchange rates fluctuation on banks performance is subjective on the specific measure of performance used in the research.

Observation:

The present study is restricted to the analysis and interpretation of the published financial data through the use of commonly used tools and techniques.

REVIEWED PAPER -14

EFFECT OF THE FINANCIAL STATEMENT ANALYSIS ON INVESTMENT DECISION MAKING. A CASE OF BANK OF KIGALI.

Introduction:

This paper examines the effect of financial statements in investment decision making by commercial banks using Bank of Kigali as the case study. It studied the effect of trend analysis and the effect of cost-volume/profit analysis on investment decisions making.

Research Methodology:

The study adopted a descriptive survey design. The target population of the study was 150 respondents and sample size was of 110 respondents using Yamane's formula. Stratified random sampling was used to determine the sample size. The study used both primary and secondary data.

Conclusion:

For any Bank to be successful, it should endeavor to make use of financial statement analysis. In the study it has shown that successful utilization of accounting information requires a fit between various factors like- accounting information must fit with the culture of the organization.

Observation:

Accounting Information for Business Performance Assessment in Small and Medium Enterprise should be given. The study failed to critically examine the relationship between accounting information and employee's commitment.

REVIEWED PAPER – 15

MARKETING EXPENSES & PROFITABILITY: EVIDENCE FROM TELECOM SECTOR IN KINGDOM OF SAUDI ARABIA

Introduction:

The study identify the effect of selling and marketing expenses on profitability of telecommunication companies listed in Saudi Stock Exchange and trace out the relationship between these expenses and profitability. It also give suggestion to the company about how to increase profit.

Research Methodology:

Multiple Correlation & Regression Analysis were used in the study to examine the effectiveness of selling and marketing expenses for a period of 4 years (2011 - 2014). Secondary data has been used which were collected from the audited annual reports and financial statements of telecommunication companies, the companies' websites. Quantitative methods are used.

Conclusion:

It can be concluded that there is a positive correlation among all the independent variables i.e. the selling and marketing expense, dealers' commission, advertising expenses and salary, wages, employee benefits paid to the selling and marketing staff of these Telecom companies. An effective Selling and Marketing expenses can contribute immensely towards Profitability.

Observation:

The study period taken for the sample is quiet limited and secondary data is taken for the data collection which is restricted to some limitations.

REVIEWED PAPER – 16

THE IMPACT OF MARKETING STRATEGY ON PROFITABILITY IN MEDICAL JORDANIAN CORPORATIONS

Introduction:

In this study factors like marketing expenses and advertisement are taken, to see their impact on profitability. This research also suggest the managers how to use marketing expenses and advertisement to increase company's profitability.

Research Methodology:

Descriptive analytical method has been used in the study . Sample of 68 Jordan companies have been taken and primary and secondary data are the sources of data collection. Hypothesis testing has been done with the help of simple regression model.

Conclusion:

The study shows that there is an impact of advertisement and marketing expenses on net profit of companies. The advertisement expenses have a direct impact on the companies profit as they increase company's brand image, reputation and market value.

Observation:

The secondary data taken for the research has its own limitations which apply to the study also. There are many other medical corporations which the researcher hasn't covered.

REVIEWED PAPER – 17

EVALUATION OF FINANCIAL PERFORMANCE

Introduction:

Financial performance analysis of any company is based on the financial statement of any company. Financial statement includes balance sheet and income statement, even they don't provide all the needed information for the financial statement, but still provides some useful data like balance sheet mirrors of the financial position on a particular data and the profit and loss account shows the result of the operation during a certain period of time.

Research Methodology:

Design- Descriptive design.

Primary data – personal contacts with the executive and official of the company.

Secondary data - annual reports, brochures and websites.

Conclusion:

The research has been undertaken to evaluate the financial performance of the equitas micro finance pvt. Ltd. Company in Chennai. Researcher has used various research techniques to find the evaluation of financial performance of the company.

Observation:

The study is purely based on the secondary data collected from journals, magazines and annual report that is restricted to limitation of financial reports. More ratios needs to be considered to analysis the financial performance of equitas micro pvt. Ltd. Company.

REVIEWED PAPER – 18

THE IMPACT OF ADVERTISING ON THE PROFITABILITY OF PUBLIC &PRIVATE SECTOR COMMERCIAL BANKS

Introduction:

This paper studies the impact of advertisement on the profitability of public & private sector commercial banks for the period of 2008-2012. The variables used in this research are credit risk, operating efficiency, total advances to total deposits, total loans to total assets and size (total assets) ratio.

Research Methodology:

Empirical Analysis has been done on the sample of 21 banks representing private, public, foreign and Islamic banks of Pakistan. The data set includes data like return on equity, credit risk, operational efficiency, TA/TD ,TL/ TA, TA and advertising expenditure, in it ROE is the dependent variable, advertisement is the independent variable and operating efficiency, credit risk, total advances to total deposits, total loans to total assets and total assets ratio are the control variable.

Conclusion:

The study shows that advertising has positive and significant impact on the profitability of private sector banks but it has no significant effect on ROE of public sector banks.

Observation:

Time taken for the study is only for five years which is not sufficient and the sample taken for the study of public sector is very small. There are more factors/ techniques that could also be used in the study like latest technique of brand image.

REVIEWED PAPER – 19

THE EFFECT OF FOREIGN EXCHANGE EXPOSURE ON THE FINANCIAL PERFORMANCE OF COMMERCIAL BANKS IN KENYA

Introduction:

This paper makes a study to find out the effect of foreign exchange rates on the financial performance of commercial banks in Kenya.

Research Methodology:

Descriptive design has been used. Primary and secondary data were the source of data collection. Data was analyzed using Statistical Package for Social Sciences (SPSS).

Conclusion:

Income statement and owners' equity account are used to record foreign exchange differences. It is therefore concluded that unrealized foreign exchange gains/losses had an effect on the Net Income of multinational companies as it was posted to either income statements or owners' equity reserves.

Observation:

The application of other ratios could have been possible here. Other type of banks could be considered over here.

REVIEWED PAPER – 20

EFEECT OF ADVERTISING ON THE SALES REVENUE AND THE PROFITABILITY OF SELECTED FOOD AND BEVERAGES FIRMS IN NIGERIA

Introduction:

Advertising provides a platform for firms to create awareness about their products or services. This study evaluated the effectiveness of advertising expenses on the sales revenue and profitability of selected food and beverages firms in Nigeria for the period of 2000 to 2012.

Research Methodology:

Descriptive approach has been used in the study. A sample of 15 firms of selected food and beverages firms in Nigeria is taken. Correlation and Ordinary Least Square regression analysis study designs were adopted for the study.

Conclusion:

The first hypothesis test in the study showed that advertising expenses has no positive significant relationship with the sales revenue of the companies. And the second hypothesis showed a positive significant relationship between advertising and the profitability of the firms.

Observation:

Advertising is considered as one of the most important medium of communication influencing the company's performance. It plays a major role while planning the promotional policy of the firm but there are some other important factors like sales promotion, personal selling and publicity etc. which are not considered here.

REVIEWED PAPER -21

A STUDY ON FINANCIAL STATEMENT ANALYSIS OF SRIRAM PERFUMES, TRICHY

Introduction:

Various type of financial statements including all the relevant financial information prepared in a structured manner. The financial statements are prepared by certain accounting conventions and principles. Analysis and interpretation of financial statements are an attempt to determine the significance and meaning of the financial statement data so that forecast may be made of the prospects for future earnings.

Research Methodology:

Descriptive design is used in the study. Secondary sources like- annual profit and loss account and balance sheet, commercial journals, magazines, accounting literature etc. are used for data collection.

Conclusion:

On studying the financial performance of SRI RAM PERFUMES, TRICHY for a period of five years from 2010 to 2014, the study reveals that the financial performance is better, it can improve further.

Observation:

Secondary data has been used as the source of data collection; it is restricted to the limitations of the published reports. Resources are not utilized properly. Working capital management is not effective and the debtors collection period is very low.

REVIEWED PAPER – 22

AN EMPIRICAL STUDY OF PROFITABILITY ANALYSIS IN COOPERATIVE SOCIETIES IN KAPRADA TALUKA

Introduction:

A Organization's ability to generate earnings relative to sales, assets and equity is calculated by financial performance which is measured by profitability ratios. All of these ratios indicate how well a company is performing at generating profits or revenues relative to a certain metric.

Research Methodology:

SECONDARY SOURCES: Published annual reports of the Cooperative Society.

PRIMARY SOURCES: Detailed discussions with President and Accountant of Cooperative Societies.

DATA ANALYSIS: The collected data has been processed using the tools of Ratio analysis , Graphical analysis , Year-year analysis.

Conclusion:

The cooperative financial position was good But Net profit ratio are no maintain every year so management take some step to increase net profit and sale of promotion policy, absolute Total return on total assets ratio and Return on Capital employed ratio are below the Cooperative Societies average, because net profit are no regular every year in study period.

Observation:

The study has been conducted over a limited period of six years only. It is mainly based on secondary data. It is based on consolidated financial statement, which may lead to some errors and assumptions.

REVIEWED PAPER -23

A COMPARATIVE PROFITABILITY ANALYSIS OF COCA COLA & PEPSICO

Introduction:

Financial analysis evaluates the past performance, income position and the expected future performance of the two companies - coca cola and PepsiCo. It has been analyzed on the basis of ratios. SD and CV, the Sum of Mean Values and Average score are calculated.

Research Methodology:

An exploratory method has been adopted for the research as it investigates any problem with suitable hypothesis. The study is based on secondary data and comparison has been made on the income position of both the companies.

Conclusion:

Financial statements were taken for five years from 2008 to 2012 to evaluate the income position of the companies taken as sample i.e. of Coca-Cola Company and PepsiCo India Ltd. After comprising the ratios the study Coca-Cola has slightly better strategic position in comparison to its competitor in all the respective profitability ratios.

Observation:

The company needs to use accurate data to get relevant and judicious analysis and also have to consider other factors which affect performance including non- financial performance measures.

REVIEWED PAPER - 24

FINANCIAL STATEMENTS ANALYSIS - MEASUREMENT OF PERFORMANCE AND PROFITABILITY: APPLIED STUDY OF BAGHDAD SOFT-DRINK INDUSTRY

Introduction:

Financial analysis shows the strength and weakness of any firm. The main objective is to recognize change in financial trends. All these goals can be achieved by analyzing the profitability and financial performance of the firm. Balance sheet and income statement are the important reports to assess also the financial position of the firm. Profitability ratios play a major role in financial analysis.

Research Methodology:

Descriptive design is used in this research. Secondary data is collected from the annual reports (financial and other records of the company)

Conclusion:

The study presents the financial statement analysis of Baghdad soft drinks industry during the year 2004 to September 2013. ROE is the most comprehensive measure of profitability. The ROE of the company was lower in the time period June 2007 to June 2009 as gray area took place. But the company is located in the area where the consumption of soft drinks is very high, the company will recovers from the inconvenience evidenced in the financial statements.

Observation:

Secondary data was used to observe financial position of the company and the source of the collection of the data was the published financial data, so all the limitations are inherent. The study has been done only on single organization so the inter company comparison is not possible.

REVIEWED PAPER – 25

CREDIT RISK, MARKET POWER AND EXCHANGE RATE AS DETERMINANTS OF BANKS PERFORMANCE IN NIGERIA.

Introduction:

The study is aimed at examining the effect of credit risk, market power and exchange rate on the profitability of the banks.

Research Methodology:

Secondary sources like annual reports, websites etc. were used for the data collection for the time period of 6 years (2006-2011). Descriptive design was used. Data was analyzed using SPSS software.

Conclusion:

It is concluded that foreign exchange affect banks, companies, imports and accounts payables and export sales and accounts receivables thus with the net effect on the Net Income of multinational companies through the income statement or the owners' equity reserves.

Observation:

ROA and ROE are the main aspects taken for analysis but many other ratios are there that can be used in the study.

REVIEWED PAPER – 26

THE IMPACT OF FINANCIAL ANALYSIS IN MAXIMIZING THE FIRM'S VALUE "A CASE STUDY ON THE JORDANIAN INDUSTRIAL COMPANIES"

Introduction:

Financial statement analysis shows the relationships between income statement and financial position statement and how the fluctuate according to time and how a particular firm compares with other firms in industry.

Research Methodology:

Data collection –

Primary data – surveys, questionnaire distributed to the employees.

Secondary data- Articles, books and dissertations.

Likert scale quintet has been used.

Conclusion:

Financial analysis has a significant positive effect on helping managers in taking effective decisions that can increase the profitability and the value of the firm. Proper preparation and analysis of financial statements minimizes risk of business failure.

Observation:

Though, the data collected in the research paper is from primary and secondary sources. There is no continuous control over accounts, as the accounts reflects the real activities of the firm. Financial analysis only pinpoint where the problem is but wouldn't give the reason behind it and what is the solution.

REVIEWED PAPER – 27

FACTORS DETERMINING PROFITABILITY: A STUDY OF SELECTED MANUFACTURING COMPANIES LISTED ON COLOMBO STOCK EXCHANGE IN SRI LANKA

Introduction:

This study investigates that whether the factors like capital structure, working capital, firm size, non-debt tax shield and growth rate etc. has any affect on the profitability of the selected manufacturing companies of Sri Lanka.

Research Methodology:

Various sampling techniques have been used in the study with the samples of 287 companies representing 20 business sectors. Multiple regression analysis have been used with dependent variable like profitability.

Conclusion:

Empirical examination of the relationship between the factors determining profitability has concluded that the capital structure and non-debt tax shield have statistically significant and positive impact on profitability.

Observation:

There are more other factors that affects profitability. The companies taken for the analysis are very limited and does not cover all the aspects.

REVIEWED PAPER – 28

THE EFFECT OF CORPORATE INCOME TAX ON FINANCIAL PERFORMANCE OF LISTED MANUFACTURING FIRMS IN GHANA

Introduction:

The study shows the relationship between corporate income tax , firms' size, age of the firm , growth and financial performance of the listed manufacturing firms in Ghana for seven years (2005-2012).

Research Methodology:

Descriptive –causal research design was being used in the study. Descriptive method of research is to gather information about the present existing condition while causal describes the causes and effect between two or more variables. Primary data of ten listed companies was collected for the research.

Conclusion:

It is concluded that there is a significant negative relation between corporate income tax and financial performance and firms' size, age of the firm and growth of the firm show a significant positive relationship with financial performance.

Observation:

Future research is suggested which includes tax payment with the help of the tax planers. Assets should be utilized efficiently.

REVIEWED PAPER – 29

FINANCIAL RATIO ANALYSIS AS A DETERMINANT OF PROFITABILITY IN NIGERIAN PHARMACEUTICAL INDUSTRY

Introduction:

The purpose of this study is to examine the relationship between the financial ratio analysis and profitability of the Nigerian Pharmaceutical industry over the past eleven (11) years period from 2001 – 2011. Ratio analysis is a powerful tool of financial analysis. A ratio is used as a benchmark for evaluating the financial position and performance of a firm.

Research Methodology:

The data have been analyzed using descriptive research method and multiple regressions to find out the relationship between the variables. Secondary data were obtained from the financial statements (Balance sheet and Profit and Loss account).

Conclusion:

The inventory turnover ratio (ITR) and debtors' turnover ratio (DTR) has the highest mean of while Standard deviation for the selected quoted pharmaceutical industry in Nigeria. So it shows that the companies make uses of credit facilities in its trading.

Observation:

The inventory of the company is not checked and monitored frequently by the management, this may lead to stock scarcity or over storage. The debtors' turnover ratio is lower in some cases.

REVIEWED PAPER – 30

AN EMPIRICAL STUDY OF FINANCIAL PERFORMANCE EVALUATION OF A MALAYSIAN MANUFACTURING COMPANY

Introduction:

This study investigates the financial performance of an investment co. in Malaysia for a 3 year period from 2009 to 2011, which is assessed using financial ratios. This study principally emphasizes on how accounting information aids budgetary decision-makers to evaluate the company financial performance.

Research Methodology:

The quantitative research methodology is utilized in given research. Horizontal and vertical financial analysis is also applied for the financial statements.

Conclusion:

During year 2011, company did not operate well, and overall firm's performance in terms of profitability, liquidity, and credit quality declined due to deterioration in the company's operating environment. Directors should consider the circumstances of the Group in 2011, and find the reasons of decline in sales.

Observation:

Deterioration in the year 2011 have reduced sales and net profit. Such problems can be faced in future. The study is done with limited ratios and data.

RESEARCH GAP:

Analysis of financial statement is the process of evaluating of different components of financial statement to have a better understanding of the company's position and performance.

The papers reviewed have shown the impact of financial statement analysis on company performance which is measured by profitability. The research articles reviewed had some minor research gaps in terms of period of study, statistical tools applied, intercompany comparison etc.

Reviewing the above literature it was found that very few studies have focused on the financial performance of the pharmaceutical industry. I would like to analyze the financial statements of pharmaceutical companies. Intercompany comparison can also be identified here. So, considering these gaps I would like to proceed with my research.

PROPOSED MODEL

Tools for Financial Performance

- Ratio Analysis
- Trend Analysis
- Comparative Balance sheet
- Comparative Income statement
- Leverage
- Audit Reports
- Firm size
- T-test
- Du Pont Analysis

RESEARCH METHODOLOGY:-

OBJECTIVE OF THE STUDY:

To study the Financial Performance of the pharmaceutical companies.

To rank the selected pharmaceutical companies based on their Financial Performance.

To offer suggestions for the better Financial Performance.

HYPOTHESIS:

Ho1: There is no significant difference between the profitability ratios of the companies and the overall selected listed pharmaceutical companies under the study.

Ha1: There is significant difference between the profitability ratios of the companies and the overall selected listed pharmaceutical companies under the study.

Ho2: There is no significant difference between the liquidity ratios of the companies and the overall selected listed pharmaceutical companies under the study.

Ha2: There is significant difference between the liquidity ratios of the companies and the overall selected listed pharmaceutical companies under the study.

Ho3: There is no significant difference between the activity ratios of the companies and the overall selected listed pharmaceutical companies under the study.

Ha3: There is significant difference between the activity ratios of the companies and the overall selected listed pharmaceutical companies under the study.

Ho4: There is no significant difference between the solvency ratios of the companies and the overall selected listed pharmaceutical companies under the study.

Ha4: There is significant difference between the solvency ratios of the companies and the overall selected listed pharmaceutical companies under the study.

SCOPE OF THE STUDY:

This study specifically focuses on the financial performance of pharmaceutical companies of India which includes large market capitalization, medium market capitalization or low market capitalization companies. The period taken for the research is of 5 years.

RESEARCH DESIGN:

Research refers to the systematic method consisting of identification of the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for some theoretical formulation. This study is descriptive and is conducted to show the financial performance of selected listed pharmaceutical companies.

SAMPLING DESIGN:

Population of the Study

To achieve the aim of the research the data would be collected from highest market cap to medium and to lowest market cap companies pharmaceutical companies registered under NSE (National Stock Exchange) which are as follows:

Highest Market Capitalization Companies:

- Sun Pharmaceutical Limited
- Dr. Reddy Laboratories
- CIPLA

Medium Market Capitalization Companies:

- Strides Pharma
- Wockhardt
- Suven life Sci

Lowest Market Capitalization Companies:

- Morepen Lab
- Panacea Biotec
- DIL Ltd.

COLLECTION OF DATA:

Data collection is the method of assembling and evaluating the facts or information or variables of interest, in a recognized or systematic manner that facilitate one to answer the stated research questions, test the stated hypotheses and evaluate outcomes and give suggestions. In this study, secondary data will be collected.

Secondary Data

Secondary data is the process of reprocessing and reusing collected information. In the study, secondary data will be collected from various articles, financial statements, journals, and various websites. The Internet plays a crucial role to collect relevant information for the study.

TOOLS FOR DATA ANALYSIS:

Statistical tools will be applied to support the hypothesis and derive suitable conclusions. The analysis will be supported by various tables and charts. The following tools will be used:

A.) Financial Performance Indicators-

- Profitability ratio
- Assets Utilization Ratio
- Leverage Ratio
- Liquidity Ratio
- Growth Ratio
- CAMEL Model

B.) Financial Health Indicators-

- Du Pont Analysis

C.) Statistical Analysis/Descriptive Statistic-

- Mean
- Standard Deviation
- Co-efficient of variation
- ANOVA
- Student T-test
- Correlation
- Compound Annual Growth Rate

TIME PERIOD OF THE STUDY:

The time frame for the purpose of research covers study period of 5 years.

LIMITATIONS OF THE STUDY:

I. The study will be conducted only on Indian companies.
II. Except for market cap, there are more other factors that can be used as the base of the selection of companies.

CHAPTERISATION:

CHAPTER 1: INTRODUCTION

1.1 Definition of finance
1.2 Need for finance
1.3 Meaning of financial performance
1.4 Financial Performance Analysis
1.5 Financial Statement
1.6 Financial Statement Analysis
1.7 Analysis & Interpretation of Financial Statement Analysis
1.8 Types of Analysis
1.9 Techniques for Analysis
1.10 Limitations

CHAPTER 2: PHARMACEUTICAL INDUSTRY IN INDIA: AN OVERVIEW

2.1 Introduction
2.2 Historical Background of Pharmaceutical Industry
2.3 Growth and Development of Pharmaceutical Industry
2.4 Structure of Indian Pharmaceutical Industries
2.5 Role of Pharmaceutical Industry in Indian Economy
2.6 Profile of Selected Pharmaceutical Companies

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Statement of the problem
3.2 Review of Literature
    3.2.1 Literature Review
    3.2.2 Research Gap
3.3 Justification and Relevance of the Study
3.4 Objectives of the study

3.5 Hypothesis of the study
3.6 Research Design
3.7 Sample selection
3.8 Study Period
3.9 Data Collection
3.10 Tools used
3.11 Scope of the study
3.12 Statistical tools for hypothesis testing
3.13 Limitations of the study

CHAPTER 4: ANALYSIS AND INTERPRETATION OF DATA

CHAPTER 5: SUMMARY, FINDINGS & CONCLUSION AND SUGGESTIONS

5.1 Key Findings
5.2 Suggestions
5.3 Limitations
5.4 Scope for future research

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Appendices

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